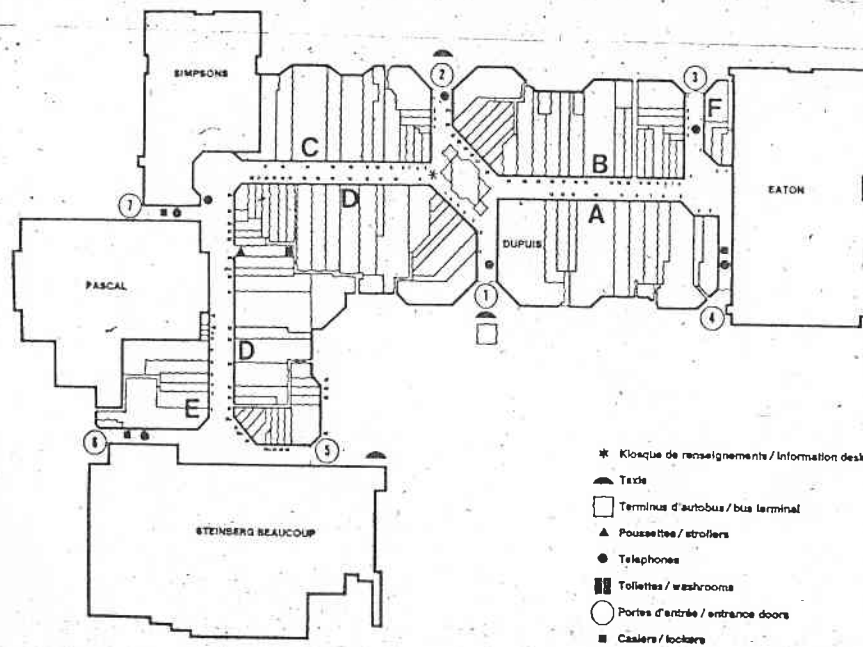


Finding what you want at Le Carrefour



ALIMENTS NATURELS • CONFISERIES
FOOD SPECIALTIES • CANDY
D-37: Bio-Bar
D-39: Charcuterie
B-21: L'Éclair Secord
D-37a: Vogel

ANIMALERIE / PET SHOP
D-41: Pet Fair

ARTICLES DE CUIR / LEATHER
D-11: Fourrier
D-20: Luvini Accessoires

BANQUES • TRUST • BANKS
B-1: Banque de Montréal
C-1: Banque Toronto-Dominion
D-44: Trust Uni

BIJOUTIERS / JEWELLERS
D-3: Sika
D-24: Joel
B-12: Peoples
B-24: Pierre-Gérard

CADEAUX • SOUVENIRS • GIFTS
D-5: Bowring
E-4: Hobby Haven
D-4: Le Rouet métiers d'art
B-28: Stokes

COUTURE • LAINE / SEWING • WOOL
B-7: Fairlane Wooll
D-8: Singer

DÉCORATION AU FOYER • TISSUS • MEUBLES
HOME DECOR • FABRICS • FURNITURE
E-6: Éclairage Éléments
D-35: Empire Wallpaper
D-35: Galerie d'Art
D-34: Mobilia

ESTHÉTIQUE / BEAUTY CARE
C-4: Audrey Morris Cosmetics
D-42: Les Coiffeurs du Carrefour
D-43: Salon de Coiffure Park
D-7: Les Parfums Rochette

FLEURISTE / FLORIST
D-40a: Marika

JEUX • HOBBY • GAMES
E-4: Carli's
B-4: Pile ou Face

LIBRAIRIE / BOOKS
C-10: Classis

LOCATION DE POUSSETTES / STROLLER RENTALS
LOTO-QUÉBEC

MAGASINS À RAYONS / DÉPARTEMENT STORES
Dupuis
Eaton
Simpsons
Steinberg Beaucoup

MAGASINS À RAYONS MULTIPLES ET D'ALIMENTATION
COMBINATION DÉPARTEMENT STORE • FOOD MARKET
Steinberg Beaucoup

MUSIQUE • PHOTO • MUSIC
C-6: Atlantique
B-5: Baylin
B-5: Divers Film
C-9: Discus
B-23: Japan Camera
C-2: Radio Shack

OPTOMETRIE / OPTOMETRIST
C-3: Zaidel/Prinsky

PAPETERIE / STATIONERY
C-71: Wilson's

PHARMACIE / PHARMACY
D-10: Pharmaprix

QUINCAILLERIE / HARDWARE
Pascal

RÉPARATION • SERVICES • REPAIRS
E-11: Centre du Resole
D-48: Telford

RESTAURANTS
B-29: Aux Cascades
D-30: Ben Ash
F-8: Casa-Croûte
Kiosque "Pik-Nik"

SALLE D'EXPOSITION • CATALOGUE • SHOWROOM
E-1: Cardinal

BOULIERS / SHOE SHOPS
B-9: Aggie's
F-3: Bally
C-15: Brown's
D-32: C&H
C-6: Florshelm
B-17: Fredelle
B-12: French Shoes
A-3: Kiddie Kobbler
A-13: Kinney Shoe
B-18: F. K. Lusselle
C-13: Lewis
B-25: Salon Six
A-4: Trans-Canada
D-17: Vogue

SUPERMARCHÉ / SUPERMARKET
Steinberg Beaucoup

TABAC / TOBACCONIST
C-5: Jean-Dor Tabac
D-25: Le Fumeur

VÊTEMENTS POUR HOMMES / APPAREL HOMMES
B-15: Big Boy
F-4: Boutique Chiffre
D-22: Boutique Joli
B-13: Chemise
D-13: Dalme
B-14: Fairweather
D-21: Gaston
A-11: J. J. J.
D-33: Maison Jans
B-10: Marie-Claire
E-6: Mérie
B-27: M&A
D-14: Pennington
D-16: Pink Poodle
D-16: Proulx
C-12: Refram
D-26: Roman
A-9: Sando
B-23: Shirley K. Maternity
C-7: Smart Set
A-12: Sunny Shore
B-18: Team Club de Paris
D-18: Zaccap

VÊTEMENTS POUR DAMES / APPAREL DAMES
A-2: Beaulieu
D-29: Boutique Ernest
D-20: Boutique Wheland
D-45: Clancy
C-14: A. Gold & Sons
D-18: Le Châle
D-18: Marie B. Schow
D-19: Pant City
C-17: River Gault

VÊTEMENTS POUR ENFANTS / APPAREL ENFANTS
D-13: Au Coin des Petits
D-27: Chic-Chou
A-7: Lawrence

VÊTEMENTS POUR HOMMES / APPAREL HOMMES
A-10: Bowet
D-15: A. Gault
B-26: Le Chemise
D-31: Sande
E-7: Tip Top

VOYAGES / TRAVEL
E-2: Agence de Voyages Via

Architects are back-room boys who bring it together

How many of us walk into a shopping centre, particularly a new one, and think, what a great place! How many of us even consider what went into making it such a great place? Architects are the answer.

Long before you ever get to shop in a place such as Le Carrefour Laval many of the people involved in its planning go home with many a headache.

But not John Kryton (Greenspoon, Freedlander, Plachta & Kryton), who sums up his firm's involvement as one big "fun picnic." The project was that exciting. Kryton is an honours graduate from the Academy of Architecture in Bucharest, Rumania.

The firm was also responsible for the design of Les Galeries d'Anjou and after finishing that project they decided they would never repeat a concept. With Le Carrefour

Laval they've evolved completely new methods and new designs.

As Kryton discusses the complexities that went into building the Le Carrefour complex, he somehow makes it all seem like child's play.

He talks about shopping areas the way some people talk about Les Canadiens winning a hockey game or baseball "nuts" talk about the Expos.

But, if you had won an "Oscar" as Greenspoon, Freedlander, Plachta & Kryton did recently, you, too, would be excited.

In the world of architecture, they really do have an award called the "Oscar" for "design achievements in the use of structural steel in buildings and bridges." The award is presented by the Canadian Institute of Steel Construction and was given to Greenspoon, Freedlander, Plachta & Kryton for their

excellence in the design of C.I.L. House on Dorchester Blvd in downtown Montreal. It was the first such "Oscar" to be awarded (1964) and is sponsored by the Department of Industry.

In addition, the firm also received the Massey Medal for Architectural Excellence in 1967. That award was given in recognition of Place Victoria and the Westmount Square office and apartment complexes.

But, somehow, you don't get the feeling these architects are building places like Le Carrefour Laval for the awards. Kryton makes it seem like fun, but when discussing it he is serious.

"The aim we tried to achieve at Le Carrefour Laval was twofold: ecological and esthetical," he said.

As with the lighting experts, the architects being first on the scene had to

worry about plant life which is used extensively throughout the centre. Like landscapers, they had to worry about that horrible "sea of asphalt" called a parking lot — now comes ecological and esthetic criteria.

The original layout for Le Carrefour Laval came from John Graham & Associates of New York, but the main work and detail design was done by Greenspoon, Freedlander, Plachta & Kryton.

"The shopping centre is, as the name describes it, the hub of a town's shopping area," Kryton said. Perhaps, because of his European background, the following remark is typical: "The Centre Court (in Le Carrefour Laval) is, as was in the old days, the plaza in the middle of town."

The exception at Le Carrefour Laval is that there are four additional plazas or courts.

According to Kryton, the

main concept of Le Carrefour Laval, was the result of many months of negotiations with the major tenants... Eaton's, Simpsons, Steinberg Beaucoup, Pascal's and Dupuis.

Shoppers wandering through the centre will notice the strategic location of each of the major tenants — of paramount importance to the entire traffic of the centre, not only from the interior layout but also from a parking point of view.

Patrons of Le Carrefour Laval will notice the band of battens above the stores, toward the ceiling. These are two-fold; in the first place they muffle the sound which has been a major problem in many centres, and secondly, because of their varied colours they provide a kaleidoscope of hues.

"We did achieve something which was entirely unexpected," Kryton

said, referring to one of the fountains which rotates under a skylight.

"The effect of the sun filtering through the skylight in the Eaton's Court sends a kaleidoscope of colours all over the wall of the Court," he pointed out, adding: "As the position of the sun changes, so do the colours." The same effect happens in the Steinberg Beaucoup Court. There, the coloured plastic lights give a delightful effect as the sun filters through them.

At Le Carrefour Laval, the architects did not try to hide the structure of the Centre Court. Instead, they exposed the large trusses spanning 100 feet, and highlighted them by indirect lighting.

In the Eaton's Court, the space-frame supporting the skydome hangs down like a pyramid aimed at the fountain below. In addition, a large overhang of

trusses forms a canopy over the two main entrances. (There are seven entrances in all).

There were other factors to be considered by the architects to which the average shopper wouldn't give a second thought. As Montreal is still considered an earthquake centre, that factor has been taken into account. Thus, the entire Le Carrefour Laval was designed to withstand earthquake forces.

Fire protection, in the mall area and individual stores, also had to be considered.

Architects, most believe, design buildings only. Not so! Architects also have to give much thought to exterior areas.

The parking area at Le Carrefour Laval was of prime concern. Kryton emphasized the depth of thinking that went into this important area.

"We created a shadow effect on the sidewalks by

projecting the upper portion of the building, and with the soft lighting of the overhang we achieved a very attractive night-time effect," he said.

There are a number of recessed areas outside the shopping centre and these, too, were taken into consideration. Recessed areas are made prominent by flood-lighting which focuses on trees and shrubs. In the daytime, the foliage holds its own against, what could be, cold brick walls.

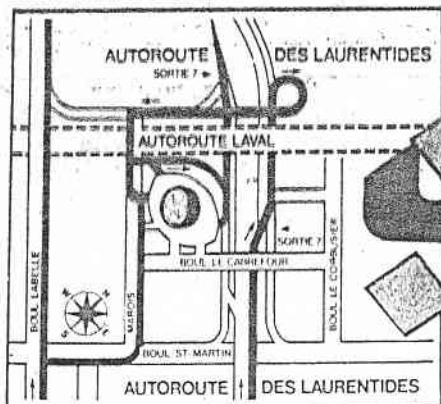
At Le Carrefour Laval there is no place for a speed-break to take out his or her frustrations. Islands of greenery were deliberately designed and strategically placed to deter speedsters and prevent a freeway effect.

Architects, you might say, are like family doctors — constantly doing their homework long before they begin to diagnose the problem.

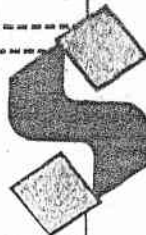
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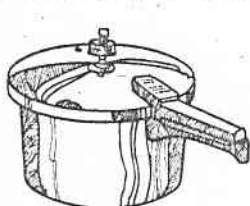
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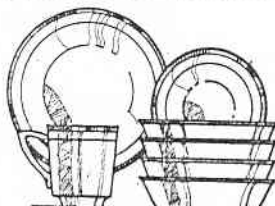
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Store Opening FOOD Buys Ice Castle ICE CREAM 1/2 Gallon 69¢	Store Opening FOOD Buys Coronation Loose Pack MANZANILLA OLIVES 12 oz. jar 39¢	Store Opening FOOD Buys Austral Fancy Quality BARTLETT PEARS 14 oz. tin 25¢	Store Opening FOOD Buys Humpty Dumpty PRETZEL TWIST 9 oz. pkg. 25¢
Store Opening FOOD Buys Steinberg MINERAL WATER 30 oz. Btl. 17¢	Store Opening FOOD Buys Maxwell House INSTANT COFFEE 10 oz. Jar 1.59	Store Opening FOOD Buys French's Beef Flavour HAMBURGER FIXIN'S 7 oz. 25¢	Store Opening FOOD Buys Glad FOOD WRAP 100 ft. Long Roll 29¢
Store Opening FOOD Buys Ice Castle Case of 24 10 oz. tins CANNED DRINKS 1.89	Store Opening FOOD Buys Goya B.B.Q. SAUCE 14 oz. tin 21¢	Store Opening FOOD Buys King Size FAB DETERGENT 5 lbs. 99¢	Store Opening FOOD Buys Cordon Bleu PATE DE FOIE GRAS 3 oz. tin 19¢
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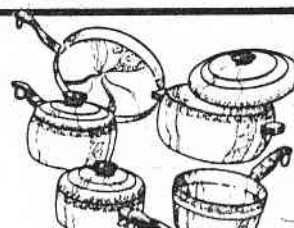
45 Pc. Dinner Service for 8
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Gold band pattern includes 8 each:
• Bread and butter plates, dinner plates
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- Ideal for babies and also adults
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Secret Super Dry Deodorant
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 - Regular or mint • 150ml
 - Antiseptic mouthwash
 - Fights bad breath, germs
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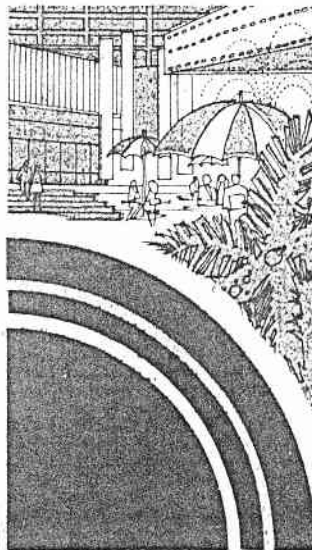
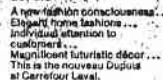
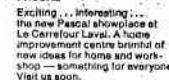
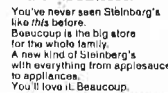
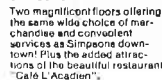


Le Carrefour Laval Shopping Centre
3065 Boulevard Le Carrefour, Laval

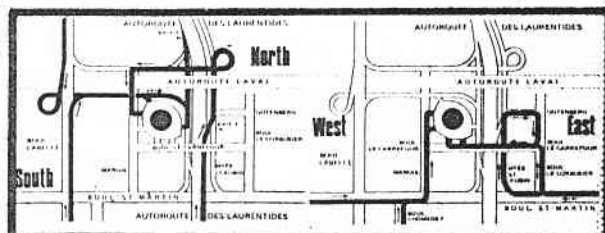
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2. I-405	2. I-405
3. I-405	3. I-405
4. I-405	4. I-405
5. I-405	5. I-405
6. I-405	6. I-405
7. I-405	7. I-405
8. I-405	8. I-405
9. I-405	9. I-405
10. I-405	10. I-405

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- 61 Marine Blvd
- left on Marine

OR

- from Chatterbox Blvd
- right on to Marine Blvd
- left on Marine

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- left on to Marine

OR

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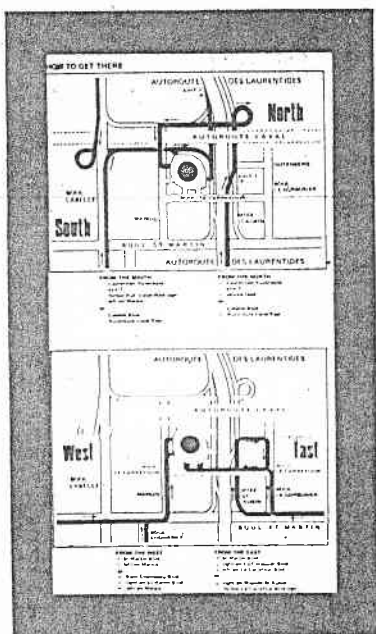
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